



# Azonation brand guidelines

How Azonation looks, sounds and behaves, so that everything we make is recognisably ours.

Version 1 · October 2026 · Azon Group Ltd, London · A first edition: the full guidelines follow when the product is complete.

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## 1

### What Azonation stands for

Azonation helps clubs, charities, associations and communities everywhere to run themselves well. The people who use it are volunteers: treasurers, secretaries, organisers. Many are not technical, and many work from a phone.

## What we want people to feel

- **Trustworthy and serious.** An organisation's members and money are in our care.
- **Senior and lasting.** Built to be here in twenty years, not to follow a fashion.
- **Helping-minded.** We solve real problems for real people, before we think of profit.
- **Calm and plain.** Nothing shouts. Everything is said in words anyone understands.
- **For everyone.** Every country, every faith, every kind of organisation.

## What we are not

- Not loud, playful or trendy.
- Not technical: no jargon, no clever words.
- Not exclusive or luxurious: a village club is as welcome as a national body.
- Not tied to one country, faith or cause.

When a choice is hard, ask: **would a volunteer treasurer of seventy, on a phone, feel helped and respected?**

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## The logo

The mark is a disc opened by a four-pointed star, which leaves four petals: four parts that make one whole, with a clear space at the heart. It stands for people coming together around a shared centre.



The logo: the mark with the name. Use this wherever there is room.



In white on Azonation Blue, or on any dark, quiet colour.



The mark alone: for small places (an app icon, a browser tab, a pass).



The mark in white, directly on the colour. Never in a white box.

## Rules

|                      |                                                                                                                                                                            |
|----------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Colour</b>        | Azonation Blue on white or a very light background. White on Azonation Blue or a dark, quiet colour. Ink navy or black only where one colour of print allows nothing else. |
| <b>Clear space</b>   | Keep free space around the logo equal to half the height of the mark, on every side. Nothing enters that space.                                                            |
| <b>Smallest size</b> | The mark: 16 pixels on screen, 5 mm in print. The logo with the name: 100 pixels wide on screen, 25 mm in print.                                                           |
| <b>The name</b>      | Always "Azonation": one word, a capital A, set in Noto Sans Bold. Never "AZONATION", "azonation" or "Azo-nation".                                                          |

### Do

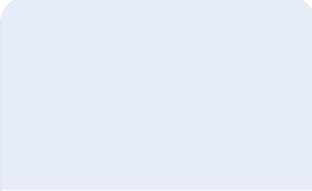
- Use the files of the brand kit as they are.
- Give the logo room.
- Put it on a plain background.

### Do not

- Redraw, stretch, tilt or outline the mark.
- Change its colour to anything not named here.
- Add shadows, glows or effects.
- Place it on a busy photograph or a bright colour.
- Put the white mark inside a white box.

# Colour

One blue is the brand. It is deep and calm: the blue of institutions that last, not the bright blue of young technology companies. Blue belongs to no country, faith or party, so it is right for a product made for everyone.

|                                                                                           |                                                                                   |                                                                                    |                                                                                       |
|-------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------|------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|
|          |  |  |    |
| <b>Azonation Blue</b><br>#10408F<br>RGB 16 64 143<br>The brand: logo, main buttons, links | <b>Ink navy</b><br>#14294B<br>RGB 20 41 75<br>Headings, formal things             | <b>Blue mist</b><br>#E7EDF8<br>RGB 231 237 248<br>Soft backgrounds, badges         | <b>Warm gold</b><br>#A9782B<br>RGB 169 120 43<br>A rare accent: honours, certificates |

## How much of each

Most of a screen or a page is white or very light grey, with dark text. Azonation Blue marks the one thing that matters most: the main button, a link, the logo. Gold is used rarely, and only to honour someone or something: a certificate, an award, a recognition. Never for buttons or decoration.

## Dark mode

|                                                                                     |                                                                                      |                                                                                       |
|-------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|
|  |  |  |
| <b>Dark page</b><br>#0E131C                                                         | <b>Dark card</b><br>#161D29                                                          | <b>The blue in dark mode</b><br>#8FB2F2<br>The same brand, light enough to read       |

## Colours that mean something

Three colours carry a meaning in the app and are used for nothing else. This is why the brand colour is not green or red.

Green: done, paid, present

Amber: soon, take care

Red: overdue, a problem, delete

## Reading comes first

Text must always be easy to read, also for older eyes and in sunlight. White text on Azonation Blue, and Azonation Blue text on white, both pass the strictest level of the accessibility standard (WCAG AAA). Never put grey text on a coloured background, or blue text on a dark one.

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## Typography

One family of typefaces: Noto Sans. It was made to write every language of the world in one voice, which is exactly what Azonation needs.

### Noto Sans Bold for headings

#### Noto Sans SemiBold for labels and buttons

Noto Sans Regular for everything people read. Members, fees, meetings, events and more.

|                                       |                                                                                                                                                                       |
|---------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Languages</b>                      | Latin letters: Noto Sans. Bangla: Noto Sans Bengali. Arabic: Noto Sans Arabic. Urdu: Noto Nastaliq Urdu. Hindi: Noto Sans Devanagari.                                 |
| <b>Sizes on screen</b>                | Body text 16 pixels or larger, never smaller than 14. Page titles about 28. Generous line height (1.5 to 1.6).                                                        |
| <b>Weights</b>                        | Regular (400), Medium (500), SemiBold (600), Bold (700). No light or thin weights: they are hard to read.                                                             |
| <b>Style</b>                          | Sentence case everywhere ("Add a member", not "Add A Member"). No words in capitals, except small labels on formal things. No italics for emphasis; use bold, rarely. |
| <b>Where Noto Sans cannot be used</b> | A system's own clean sans-serif (as in a phone's wallet) or Arial. Never a decorative or serif typeface for ordinary text.                                            |

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# How we write

We write as a kind, capable person would speak to a neighbour: plainly, warmly, and without wasting their time.

|                                  |                                                                                                                 |
|----------------------------------|-----------------------------------------------------------------------------------------------------------------|
| <b>Plain words</b>               | Short words, short sentences. No jargon and no abbreviations a volunteer would not know.                        |
| <b>Say what happens</b>          | A button says what it does: "Send the message", "Save". Never "OK" or "Submit".                                 |
| <b>Calm when things go wrong</b> | Say what happened and what to do next. Never blame, never alarm.                                                |
| <b>British English</b>           | "Organisation", "colour", "31 March 2028", "19:30", "£".                                                        |
| <b>Examples</b>                  | British names, places and money in every example: Emily Carter, Ashford Community Club, Mill Lane Hall, London. |
| <b>Respect</b>                   | No jokes at anyone's expense, nothing tied to one faith, country or party.                                      |

## We say

- "Your membership is paid until 31 March 2028."
- "We could not send the message. Check your connection and try again."
- "Add a member"

## We do not say

- "Subscription status: ACTIVE (exp. 03/31/28)"
- "Error 500: request failed!"
- "Onboard a new user"

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# The design style: Azonation Calm

Azonation Calm is the design style of everything we make: the app, the website, documents, emails. It is quiet, roomy and the same everywhere.

One screen, the Calm way

## Members

84 members · 6 joined this month · [See all](#)

Add a member

Export

Full member

Paid

|                     |                                                                                                                                           |
|---------------------|-------------------------------------------------------------------------------------------------------------------------------------------|
| One main thing      | One main (blue) button on a screen. Everything else is quieter.                                                                           |
| Room                | Generous empty space. Content sits on white cards with softly rounded corners (14 pixels; buttons and fields 10) and a very light shadow. |
| Easy to press       | Everything that can be pressed is at least 48 pixels high: made for thumbs, and for hands that are not steady.                            |
| Phones first        | Every screen works on a small phone before it is made wider.                                                                              |
| Light and dark      | Both, always. The person chooses.                                                                                                         |
| Every language      | Ten languages today. Layouts turn round by themselves for Arabic and Urdu, which are read from right to left.                             |
| The same everywhere | The same button, the same card, the same words for the same thing, on every page.                                                         |

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## The formal style

Some things are formal by nature: a membership card, a ticket, a pass, a certificate. They use the formal style, together with Azonation Calm.



- **Dark, quiet colours**, never bright ones. The wallet passes use navy, forest green (#173F35), burgundy (#5A1E2B) and charcoal (#2B303A). For a new formal thing, choose the dark, quiet colour that suits its purpose.
- **White text**, with small soft-grey labels in capitals over each fact.
- **The mark in white**, directly on the colour.
- **A plain layout** with calm empty space, and nothing decorative.
- The formal colours stand beside Azonation Blue. They never replace it as the colour of the brand.

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## Icons and pictures

|                     |                                                                                                                                                                                                                                    |
|---------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Icons</b>        | Simple line icons with rounded ends, one weight, one colour (the Lucide set). An icon supports a word; it rarely stands alone.                                                                                                     |
| <b>Photographs</b>  | Real people of every age and background, doing ordinary things together: a meeting, a fair, a match. Natural light, no posed stock smiles. Never a picture tied to one faith or one country, unless it is that organisation's own. |
| <b>Illustration</b> | Sparingly. Flat, calm, in the brand's colours.                                                                                                                                                                                     |
| <b>Charts</b>       | Azonation Blue first, then its lighter shades. The three colours that mean something only for what they mean.                                                                                                                      |

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# For developers

The brand lives in the code as names, not as loose colours. Use the names, and light and dark mode work by themselves.

|                       |                                                                                                                                                                                                                                                                                                                                                                                                              |
|-----------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Where the colours are | <code>azonation-app/src/styles/app.css</code> : the variables <code>--az-*</code> for light and for dark, and the Tailwind names made from them.                                                                                                                                                                                                                                                             |
| The brand colour      | <code>primary</code> ( <code>bg-primary</code> , <code>text-primary</code> , <code>border-primary</code> ): <code>#10408F</code> in light mode, <code>#8FB2F2</code> in dark mode. With it: <code>primary-hover</code> , <code>primary-soft</code> , <code>primary-soft-ink</code> , <code>primary-on</code> (the text on a blue button).                                                                    |
| Everything else       | <code>bg-canvas</code> , <code>bg-surface</code> , <code>bg-surface-2</code> , <code>border-line</code> , <code>text-ink</code> , <code>text-ink-2</code> , <code>text-ink-muted</code> , <code>success</code> / <code>warning</code> / <code>danger</code> (each with <code>-soft</code> ), <code>rounded-card</code> , <code>rounded-control</code> , <code>shadow-card</code> , <code>shadow-pop</code> . |
| The fixed scale       | <code>brand-50</code> to <code>brand-900</code> (600 is Azonation Blue, 900 is ink navy) and <code>gold</code> . The same in both modes: only for things that must not change with the mode, such as a formal card.                                                                                                                                                                                          |
| The logo in the app   | <code>&lt;AzLogoMark /&gt;</code> ( <code>src/components/ui</code> ): the vector mark, drawn in the brand colour of the current mode. Its shape is the path of <code>docs/brand/logo/azonation-mark-blue.svg</code> .                                                                                                                                                                                        |
| Icons of the app      | <code>public/icons/</code> , <code>public/favicon.ico</code> , and <code>theme-color</code> in <code>index.html</code> and <code>public/manifest.webmanifest</code> . Copies of the files in <code>docs/brand/icons</code> .                                                                                                                                                                                 |
| Wallet passes         | <code>azonation-api/Modules/CheckIn/app/Wallet/Pass.php</code> ( <code>COLOURS</code> ) and <code>resources/wallet/</code> (the icon, and the white mark).                                                                                                                                                                                                                                                   |
| Components            | Use the shared ones: <code>AzButton</code> , <code>AzCard</code> , <code>AzInput</code> , <code>AzModal</code> , <code>AzDataTable</code> , <code>AzBadge</code> and the rest of <code>src/components/ui</code> . Do not style a new button or card by hand.                                                                                                                                                 |

## Do

- Use the token names.
- Check every screen in light and in dark mode, and at phone width.
- Use start and end, not left and right, so Arabic and Urdu mirror.
- Put every word in all ten languages.

## Do not

- Write a raw colour ( `#10408F` , `bg-white` , `text-gray-600` ) in a component.
- Add a new colour, typeface or corner radius.
- Redraw the logo or make a new icon of it by eye.
- Put two main buttons on one screen.

To change the brand colour one day: the `--az-primary*` variables and the `brand-*` scale in `app.css` , the two `theme-color` values, the icons (made again from the vector mark), and this guide. The full developer guide is <docs/DEVELOPER-GUIDE.html> .

# The files in the brand kit

| File                                                                                                                                 | Use it for                                                                                  |
|--------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------|
| <code>logo/azonation-mark-blue.svg</code><br>(also white, navy, black)                                                               | The master drawing of the mark, sharp at any size.<br>Give this to a printer or a designer. |
| <code>logo/azonation-logo-blue.png</code> , <code>-white.png</code>                                                                  | The logo with the name, on a transparent background.                                        |
| <code>logo/azonation-logo-on-white.png</code> , <code>-on-blue.png</code>                                                            | The same, with its background and its clear space included.                                 |
| <code>logo/azonation-logo-stacked-blue.png</code>                                                                                    | The mark above the name: for square places.                                                 |
| <code>logo/azonation-mark-blue-1024.png</code> (512, 256), <code>-white-1024</code> , <code>-navy-1024</code>                        | The mark alone on a transparent background.                                                 |
| <code>logo/azonation-mark-on-white-1024.png</code> , <code>-on-blue-1024.png</code>                                                  | The mark as a square picture: for a profile picture on social media.                        |
| <code>icons/favicon.ico</code> (and 16, 32, 48 as PNG)                                                                               | The small picture in a browser's tab, for any website of ours.                              |
| <code>icons/apple-touch-icon.png</code> , <code>icon-192.png</code> , <code>icon-512.png</code> , <code>icon-maskable-512.png</code> | The icon of the app on a phone's home screen.                                               |
| <code>icons/azonation-wallet-logo.png</code>                                                                                         | The logo on Google Wallet passes (it must be at a public https address).                    |

The name set beside the mark is Noto Sans Bold, in the same colour as the mark, at about three quarters of the mark's height.

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Azonation is a product of Azon Group Ltd, London. These guidelines are for everyone who makes something that carries the Azonation name. Questions and changes go to the owner.

Version 1, October 2026. A first edition; the complete guidelines, and a public brand centre on the website, follow when the product is complete.